

Message Text

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STATE:EUR/EE:MR. DUNLAP

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW PRIORITY

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E.O. 11652

REF: MOSCOW 2854 (V); MOSCOW 4888-U

1. FOLLOWING FIRST REDTEL IMV CONTACTED MOTION PICTURE ASSOCIATION OF AMERICA TO DETERMINE WHETHER "THE LONGEST DAY" MIGHT BE AVAILABLE FOR POSSIBLE PRESENTATION SOVIET TELEVISION ON OCCASION OBSERVANCE ANNIVERSARY END OF WORLD WAR II IN EUROPE. MPAA SUBSEQUENTLY INFORMED AGENCY 20TH CENTURY-FOX WOULD NOT APPROVE USE THEIR FILM FOR SUCH PURPOSE.

2. AFTER IEE/IMV REVIEW FEATURE FILM "THE BATTLE OF THE BULGE", AGENCY CONTACTED EXECUTIVE VICE PRESIDENT WORLD WIDE DISTRIBUTION WARNER BROS. TELEVISION, CHARLES D. MCGREGOR, WHO HAS PROPOSAL UNDER ADVISEMENT AND WHO UNDERSTANDS SOVIET CONCURRENCE NOT YET KNOWN.

3. MCGREGOR INDICATED INTEREST IN IDEA, EVEN THOUGH HE NOT SANGUINE ABOUT TELEVISION MARKETING OPPORTUNITIES, AND SEEMED TO IMPLY HE PERSONALLY INTERESTED IN NEGOTIATING
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ARRANGEMENTS WITH SOVIETS FOR THIS FILM AND ESTABLISHING

CONTACTS FOR FUTURE TELEVISION NEGOTIATIONS. MCGREGOR
PROMISED TO ADVISE AGENCY WEEK OF APRIL 13 AT LEAST INITIAL
REACTION OF WARNER BROS. AND DIRECTION FURTHER EVALUATION WOULD
TAKE IN THE EVENT SUCH INTEREST AFFIRMATIVE.

4. RICHARD MA, VICE PRESIDENT FOR THEATRICAL DISTRIBUTION FOR
WARNER BROS. AND MCGREGOR BOTH AGREED THEY WOULD BE PLEASED
SUPPLY 35MM PRINT FOR SCREENING SPASO HOUSE AS ALTERNATIVE TO
TV PROGRAMMING, IF DESIRED. ADVISE.

DECONTROL DECEMBER 31, 1975. KISSINGER

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